



Zingale
**BIG
IDEA
COMPETITION**

MEET THE JUDGES

ALLEGHENY COLLEGE

BRUCE R. THOMPSON
CENTER FOR BUSINESS & ECONOMICS

2023 BIG IDEA JUDGES



ELISE BROWNELL '75

Founder, ZephyrBiotech

Dr. Brownell has diversified experience in the biopharmaceutical arena where she has played key roles in discovery, development, opportunity assessment,

and Executive Leadership to drive innovation. She has deep experience in discovery research and development through her history at Bayer Healthcare and venture-backed startups, with a focus on rare/orphan diseases, and the bench-to-clinic transition. She earned her BS in Biology from Allegheny College and M.S., M.Phil. and Ph.D. in Biology from Yale University.



LISA FRANKOVITCH

Startup Warrior and Mentor

B.S., West Liberty State College, is a corporate development and executive management veteran, with global experience growing early stage

companies. Most recently, Frankovitch was employed at Adams Capital Management (ACM) as the Director of Corporate Partner Strategy, where she worked with ACM portfolio companies, like Uplogix, to identify partnerships and opportunities for

improved revenue, distribution channels, and potential liquidity opportunities. Prior to joining ACM, Frankovitch started several business units and served in multiple management roles for iGATE Capital, where she was a member of the executive team that led two successful IPOs of iGate subsidiaries. Some of the other companies that Frankovitch has worked with are GE Capital, Warburg Pincus, Apar Infotech, Flashline, BEA Systems, and Revenue Technologies. Frankovitch has taken part in executive management programs at Carnegie Mellon University and Harvard Business School.



STEVE GEIMER

Medical Technology Executive

Steve Geimer is a career medical technology executive with a 30+ year history of success in sales, marketing, and general management with Fortune

500 companies including Abbott Laboratories, Bayer, Bectin Dickenson, and Fujifilm. He is currently the Executive Director of the Medical Business Unit of Fujifilm Irvine Scientific, a global leader in Assisted Reproductive Technologies and Cytogenetics. He lives and works from Meadville, Pennsylvania commuting to his office in Southern California and other global operations sites.

Johns Hopkins University. Steve started his journey in Northwest Pennsylvania with dual degrees in Business and Computer Science from Gannon University in Erie, Pennsylvania. Upon graduation from Gannon on a full scholarship from the US Army, he served four years as an officer in a rapid deployment unit. Steve obtained his MBA from Eastern Michigan University.

Steve started his career as a sales representative in the medical technology division of Abbott Labs. He sold laser systems for cell analysis before moving to Bayer where he served as Product Manager, US Marketing Manager, Sales Manager, and Senior Global Marketing Manager. He became Director of Marketing at Qiagen's Digene Inc., launching the world's first HPV test, growing the business to over \$250mm per year in four years before being acquired in a multi-billion dollar acquisition.

In addition to Steve's executive leadership positions, he has built a dual career teaching as an adjunct lecturer in Marketing and Sales at Sacred Heart University, Towson University, and



JOHN GOLDEN

Professor Emeritus, Allegheny College

B.A., Canisius College, M.A., University of Connecticut, Ph.D., University of Connecticut, is a retired Associate Professor of Economics at Allegheny

College. He founded the entrepreneurship program at Allegheny

and teaches an introductory entrepreneurship class, along with classes in microeconomics and macroeconomics. He has completed the Price-Babson Symposium for Entrepreneurship Educators at Babson College, a certificate program in teaching entrepreneurship using the Timmons Model of venture creation. He has served as a Big Idea Competition judge every year since the program was started.



ANDREW GOTTLIEB '11

Founder & CEO, No Typical Moments

B.A. Economics, Allegheny College, is founder and CEO of No Typical Moments, which supports authors and thought leaders as they sell their educational products through digital marketing.

His agency has worked with authors and brands such as Eckhart Tolle, Lisa Nichols, Mama Gena's School of Womanly Arts, and Ken

Blanchard. No Typical Moments was first created out of a quest for meaning. During his senior year of college, Gottlieb felt called to examine his life and discover his higher purpose. From that desire, the No Typical Moments blog was born. What started as a self-discovery blog dedicated to uncovering Gottlieb's long-term goals for himself and humanity quickly morphed into the roadmap for building a company founded on putting his unique skills toward a higher purpose than simply making money.



LIANA LEJA '17

Clinical Research Coordinator, Paley Orthopedic & Spine Institute

B.S., Allegheny College, M.S., Regis College, BSN, Florida Atlantic University, is a Clinical Research Coordinator - Registered Nurse for the

Paley Orthopedic & Spine Institute, a world-renowned center dedicated to the treatment of bone and joint conditions. Liana specializes in the study of joint preservation and cartilage repair techniques, including autologous chondrocyte implantation, osteotomies, and meniscal transplantation. She has authored

publications on cell-based cartilage regenerative techniques of the knee and serves as a committee member of the International Cartilage Regeneration & Joint Preservation Society (ICRS). In addition to her work in research, Liana is an orthopedic registered nurse and received the Clinical Excellence Award from Florida Atlantic University in 2022.

In 2017, Liana was a first-place award winner in the Big Idea Competition at Allegheny. Liana's Big Idea "Care Van" proposal improved access to medical care in the Meadville community, while reducing costs and improving operational efficiencies for the Meadville Medical Center.



RICH MCINTYRE '88

President & Founder McIntyre Thanasides Bringgold Elliott Grimaldi Guito & Matthews, P.A.; Distressed Company and Technology Investor

B.S., Allegheny College, M.B.A.,

Carnegie Mellon University, J.D., University of Pittsburgh, has practiced law in Tampa, Florida, since 1992. He worked with Kass Shuler and Trenam Law before starting McIntyre Thanasides Bringgold Elliott Grimaldi Guito & Matthews in 2006, working in the areas of debtor/creditor law, Chapter 11 Bankruptcy, real estate, commercial litigation, and technology investing. McIntyre serves as an investor, mediator, and board member, looking for opportunities to help business owners by providing

creative business solutions and capital. He is active in the management of the following companies in addition to the law firm: The Attic Cafe, McIntyre Building, LLC (commercial office building), McIntyre Funding I, LLC (specialty financing), Iron City Equipment Leasing, LLC, Iron City Truck Leasing, LLC, Specialty Products Consignment and Sales, LLC, Once in a Blue Moon Media, LLC (digital marketing), Accomplished Home Care (home care agency), 6th St. Bridge Mobility, LLC (durable medical equipment company), and Lake Chapman Plaza (retail shopping center). McIntyre works with the Tampa Bay WaVe, technology startup companies, and investors to improve Tampa Bay's technology ecosystem. He is developing a mediation practice to help companies create business-oriented solutions to resolve litigation.



CLAYTON MORRIS '15

Vice President of Development and Leasing, Sampson Morris Group

B.A., Allegheny College, M.B.A., Finance and Business Strategy, University of Pittsburgh Katz School of Business, is the Asset Manager for

Sampson Morris Group. His responsibilities focus on enhancing the value of their portfolio through leasing, marketing, asset management, property management, and acquisitions. Morris also is an avid kitesurfer and inventor. He designed and has a patent pending for a practical, adjustable-size kite and collaborated to start a new company, "Guzt, a kitesurfing innovation company."



BRIAN SLAWIN

Director & Portfolio Manager, Ben Franklin Technology Partners

B.S., Parks College of Saint Louis University, is the Northwest Regional Director and Portfolio Manager for

the Ben Franklin Technology Partners/Central & Northern Pennsylvania. In his role, Slawin identifies, collaboratively mentors, and works with the Ben Franklin team to invest in small manufacturing and technology companies who seek to grow and commercialize their ideas and products. In the more than 7 years since he moved to Northwest Pennsylvania (after exiting his St. Louis-based technology company), BFTP has invested more than \$75M into 150 companies throughout Central and

Northern Pennsylvania. Slawin started his career as an instructor pilot and airshow performer at the same time he discovered the excitement of being a serial technology entrepreneur. Living most of his adult life founding, in some cases closing, and exiting technology startups, Slawin is now helping fellow entrepreneurs start their ideas from scratch or, take their ideas and companies to the next level. As part of the BFTP team, Slawin marshals the resources needed to nurture, support, and ultimately invest in those companies as they innovate in their industries. Ultimately, Slawin's goal is to help commercialize ideas into a full-fledged company employing a few or a few thousand people. In short, Slawin supports the vision entrepreneurs have and believes in the power that comes with passion and commitment and who look at their future and think "I'm going to give that a try."



LANCE ZINGALE '77

Retired Executive VP & General Manager, Sykes Enterprises

B.A., Allegheny College, M.B.A., Lehigh University, began his career with AT&T, where he worked for nearly 20 years.

He rose through the ranks within the sales, marketing, and operations departments, and held management positions in marketing, operations, and customer care. Later he joined an NYSE-listed call center management company, headquartered in Colorado, serving as Executive Vice President and Chief Operating Officer. Currently, he resides in Tampa, Florida, and is

Chief Customer Officer, Executive Vice President, and General Manager of SYKES (SYKE), one of the largest global human and automation interaction, business process outsourcers (BPO). He oversees the global P&L of the company's clients worldwide, as well as the 10,000 employees in its Europe, Middle East, and Africa (EMEA) operations. Deeply committed to giving back to his community, Zingale has served as a member of the Board of the National Industries for the Blind, Board Chair of the Trustees for the Academy of the Holy Names, a 1,000-student independent school in Tampa, and member of the Cabinet of the Tampa Bay Area American Heart Association.



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